



Who is Knocking at Your Door This Summer?

Release Date: July 7, 2011

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MADISON – Tis the season for increased door-to-door sales offers. Sales crews are traveling the state offering various products and services, such as magazine subscriptions and home security systems. The Wisconsin Department of Agriculture, Trade and Consumer Protection urges people to question salespeople prior to buying into their pitch.

Wisconsin law requires door-to-door solicitors to provide certain information BEFORE making a sales pitch, including:

- Their name
- The company or organization they are representing
- The products or services they are offering
- The purpose of their visit

“People should also ask to see the seller’s permit – to do business in their respective municipality,” said Sandy Chalmers, Administrator of the Division of Trade and Consumer Protection. “If the seller doesn’t have one, or fails to provide the information required by law, ask the salesperson to leave and notify local police of the suspicious behavior. This may prevent friends and neighbors from being victimized.”

“We also want people to be careful who they let into their homes,” Chalmers added. “Personal safety should always be considered when dealing with strangers.”

The Bureau of Consumer Protection reminds people to be wary of sales pitches that require an on-the-spot decision. Before buying anything, it is always a good idea to ask for written information about the product or service and do some comparison shopping. Legitimate companies seldom use high-pressure sale tactics.

When making a door-to-door sales purchase, thoroughly review written agreements. Be careful that what was said by a salesperson is actually included in the contract. Be on the lookout for any blank spaces on the paperwork, where additional terms could be later added in by the salesperson.

Wisconsin law gives consumers three days to cancel a door-to-door sales transaction of \$25 or more. A salesperson must tell you about your cancellation rights at the time of the sale, and provide you with two copies of a cancellation form. One copy is for your records, the other is to send to the seller should you choose to cancel the purchase.

“The three day right to cancel law gives consumers time to reconsider their actions,” Chalmers explained. “However, refusing to deal with salespeople who aren’t following the law is still the best way to avoid becoming a victim.”

For more consumer information, or to file a consumer complaint, visit the Bureau of Consumer Protection's website at datcp.wisconsin.gov; via e-mail at datcp hotline@wisconsin.gov; or call toll-free at 1-800-422-7128.